

# 2016

## ASDS Consumer Survey on Cosmetic Dermatologic Procedures\*

**ASDS**  
American Society for  
Dermatologic Surgery  
EXPERTISE FOR THE *Life* OF YOUR SKIN™

### WHAT has the most influence?

**Top 4 of 11 factors influencing the selection of a practitioner**

- 50%** Price
- 40%** SPECIALTY in which the physician is board-certified
- 36%** Referral from a physician
- 34%** Level of LICENSURE of the practitioner

**Top 3 of 14 factors influencing the decision to have a procedure**

- 53%** DERMATOLOGIST
- 40%** Friends
- 34%** Primary care physicians

Of 7,322 surveyed...

NEARLY

# 6 in 10

are considering a  
**COSMETIC PROCEDURE**

### MOST POPULAR

**Top 4 procedures consumers are considering**

- 60%** Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
- 51%** Laser and light treatments for redness, tone and scars
- 50%** Body sculpting
- 48%** Laser hair removal

**Top Satisfaction Ratings (95% and above)**

- Injectable wrinkle-relaxers
- Laser and light treatments for redness, tone or scars
- Laser tattoo removal
- Microdermabrasions
- Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
- Vein treatments

### WHY are consumers turning to cosmetic procedures?

**Top 3 reasons**

- I want to feel more confident
- I want to appear more attractive
- I want to look as young as I feel or better for my age

**Percentage of Population Somewhat to Extremely Bothered by...**

- Excess weight on any part of the body **83%**
- Lines and wrinkles in the forehead area **63%**
- Lines and wrinkles between my eyebrows **60%**
- Lines and wrinkles around and under the eyes **73%**
- Lines, wrinkles and/or folds in the mid-face around the cheeks and mouth **67%**
- Sagging facial skin **64%**
- Excess fat under the chin / neck **73%**
- Lines and wrinkly skin on neck / chest **61%**
- Skin texture and/or discoloration **71%**
- Seborrheic keratoses (brown rough, scaly spots) **39%**
- Hair loss **51%**
- Acne scars **42%**



**Physician of choice for COSMETIC medical procedures: DERMATOLOGIST**  
(in **8 of 10** categories)

- 1 Body sculpting
- 2 Chemical peels
- 3 Injectable wrinkle-relaxers
- 4 Laser and light treatments for redness, tone and scars
- 5 Laser tattoo removal
- 6 Soft-tissue fillers
- 7 Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
- 8 Varicose and spider vein treatments

**Dermatologist of choice for COSMETIC medical procedures:**

ASDS MEMBER DERMATOLOGIST

Patients: **10 of 10** categories

Prospective patients: **10 of 10** categories

\*Source: American Society for Dermatologic Surgery (ASDS) 2016 Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 7,322 consumers through a blind online survey in spring 2016.

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